

CALIFORNIA OUTDOOR RECREATION PLAN

Public Outreach Workshops

November 2007



Workbook

Instructions for using the workbook

Please review the eight issue categories and the associated action items that are included in the workbook. The Planning Division would appreciate your comments, especially those that include:

1. issues not currently listed.
2. specific, concrete action items that would help address a particular issues
3. specific examples of efforts or projects that relate to implementing action items or addressing issues.

Please email your comments to psmit@parks.ca.gov or mail your completed workbook to: Planning Division, c/o Philomene Smith at 1416 9th Street Room 108, Sacramento, CA 95822 or Fax to: (916)653-4458

If you have any questions please contact: Philomene Smith with the Planning Division, California State Parks at psmit@parks.ca.gov or (916)651-8694.

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History and background information:



The National Park Service provides funding for the Land and Water Conservation Fund (LWCF) grant program. To remain eligible to receive LWCF funds, states are required to prepare a new or revised Statewide Comprehensive Outdoor Recreation Plan (called CORP in California). The plan must identify outdoor recreation issues of statewide importance, based upon public participation, and evaluate the demand for and supply of outdoor recreation resources and facilities in the state.

California State Parks has successfully administered distribution of LWCF grants since the Act was passed in 1965. California State Parks has the responsibility for preparing the California Outdoor Recreation Plan (CORP) program elements. The CORP is the basis for grant selection criteria that are designed to be responsive to public recreation activity preferences and to the set of major issues facing all of California's park and recreation organizations.

Examples of projects that have been funded with LWCF grants include the following:

In the Oakland area –

- Point Pinole Regional Shoreline (454-acre acquisition - \$773,911)
- Alameda Creek Regional Park (446-acre acquisition - \$819,997)

In the Stockton area –

- Northgate Park (facility development - \$254,564)
- Pixie Woods (facility redevelopment - \$151,536)

In the San Diego area –

- San Elijo Lagoon Regional Park (128-acre acquisition - \$500,000)
- Lake Murray Cowles/Fortuna (193-acre acquisition - \$472,639)

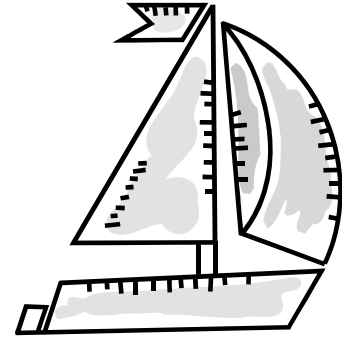
In the Riverside area –

- Santa Ana River Regional Park (facility development - \$724,827)
- Lake Skinner (facility development - \$419,730)

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The CORP report contains statewide information that is available to all recreation providers. The CORP helps the State's park and recreation providers focus on common interests, identify statewide needs, and promote inter-agency cooperation while helping maintain working relationships with stakeholders and partners. The CORP embodies statewide recreation policy, identifies Issues affecting recreation, suggests Actions for addressing the Issues and looks at the supply and demand for outdoor recreation opportunities.



The Issues and Actions element is the heart of the CORP and satisfies a primary federal requirement. The Issues and Actions provide an important point of focus for all park and recreation providers and a direction for conducting future research and studies.

The issues are the most pressing problems facing park and recreation providers today and for the next five years. The actions provide suggestions for remedying the issues. Some actions identify specific and targeted activities for addressing issues. Other actions consist of more general suggestions or larger goals – which require that more specific action items be developed to achieve the goals.

Public outreach and feedback:

Input on the CORP is being collected through a series of four public workshops and through postings on the State Parks website. This workbook is available online at www.parks.ca.gov/planning, for review and comment. Comments on the CORP need to be submitted by Friday, November 30, 2007.

Comments can sent directly to the Planning Division of California State Parks at:

P.O. Box 942896
Sacramento, CA
94296-0001

Email: planning@parks.ca.gov
Fax: (916) 653-4458

Philomene Smith is the lead for the CORP update – she can be reached at (916) 651-8694 or via email at: PSMIT@parks.ca.gov

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ISSUE #1: Access to, and Use of, Public Park and Recreation Resources

1.a. Park and recreation lands, facilities, and programs are not fully accessible to all Californians.

- a. Complete a statewide inventory to create a statewide directory of public outdoor recreation facilities. (Note: State Parks has started an inventory.)
- b. Establish and fund inclusive camping programs at three selected sites to bring individuals with disabilities, youth, elderly and ethnic groups together for educational and recreational experiences.
- c. Develop recommended standards for park and recreation areas; e.g., acres of neighborhood and community parks per 1000 people. We need appropriate ratios of park acreage to population. New development needs to include recreation areas.
- d. Trail access to recreation areas is needed in urban areas.
- e. Access is also a language issue, both verbally and with written information, signs, and brochures.
- f. Transportation problems are part of the access issue. Innovation is good, such as transportation systems at Golden Gate National Recreation Area and the Santa Monica Mountains Park Link.

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Issue #1 – Access and Use, cont'd.

1.b. *Changing demographics and recreation trends affect the relevance of recreation services currently provided.*

- g. Track emerging trends affecting outdoor recreation opportunities, conduct research, and disseminate reports to providers who can adapt programs to new recreations uses and users.
(Note: State Parks has created a document – “Park and Recreation Trends in California” – and is planning a Public Opinions and Attitudes survey.)



- h. Studies are important regarding emerging issues, changing demographics, the recreational opinions and attitudes of new immigrants, youth and young adults, and recreation trends (such as geo-caching and night-vision goggles). Look at:
 - group and family gatherings (e.g. FamCamp, Aquatic Camp, bike days, take a kid hiking days, etc.)
 - mechanization of recreation (jet skis, Segways)
 - spontaneous recreation – immediate recreation, closer to home, available for after school and weekend recreation programs
 - fitness and health – boom in private facilities
- i. Provide diversity training for staff (agency, contractors, and volunteers) to improve ability to relate to a diverse range of visitors.
- j. Enhance interpretive opportunities. Parks Online Resources for Teachers and Students (PORTS) is a good example of real-time interpretation.

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ISSUE #2: Linkages and Seamless Delivery of Recreation Opportunities

2.a. There is a lack of linkages between state agencies with common themes and needs. We differentiate between providers and don't look at seamless recreation opportunities.

Note: The following items provide suggestions regarding different aspects of the issue – specific action items still need to be developed for these items.

- a. Emphasize seamless delivery of park and recreation services – put the public first (not the agency). Recognize barriers to seamless delivery.
- b. Develop partnerships between providers, including private sector and concessionaires.
- c. Linkages are needed between federal, state, local, non-profit, and private entities.
- d. Emphasize outcomes and the quality of the user's experience.
- e. Look outside the “park island;” involve the community, users, economic community, etc. Everyone needs to support the park and recreation concerns.
- f. Promote collaboration between parks and other fitness/recreation facilities, such as connections to trailheads.

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Issue #2 – Delivery, cont'd.

2.b. Recreation needs to be linked to social trends.

Note: Items g, h, and i (below) represent general suggestions that discuss different aspects of the issue – specific action items still need to be developed for these items.

- g. We need to illustrate the health and quality of life connections to parks and recreation.
- h. We need to communicate that volunteerism builds ownership in parks and is integral to a healthy lifestyle.
- i. Empower communities to use outdoor park and recreation areas. Promote the outdoors as a tool for enjoyment and for making communities healthier.
- j. Tie recreation to school curriculum – science, history, PE, language, etc.
- k. Recruit a multicultural advocacy council of high profile celebrities including sports, music and entertainers to promote the benefits of parks and recreation to youth.



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ISSUE #3: The Status of Parks and Recreation

Parks and outdoor recreation does not enjoy the same top-of-the-mind status of other public services with decision-makers or the public and often fares poorly in the allocation of resources during tough economic times.

Note: the following actions move from more general suggestions to more specific activities.

- a. Improve branding and marketing.
- b. Now is a good time to capitalize on the “green issues.”
- c. Develop practical techniques to raise public awareness of decisions made by elected officials.
- d. Increase outreach to non-government organizations, churches, professional organizations. Form partnerships in community.
- e. Document and publicize the benefits associated with parks and recreation areas, programs and services. Promote the positive aspects of recreation in California.
- f. Develop statewide and/or political action committee(s) and support networks for park and recreation providers and other advocacy groups.
- g. Link recreation to land use and water planning efforts.

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Issue #3 – Status, cont’d.

- h. Introduce legislation to amend the Government Code, Section 65302, by mandating a recreation element in city and county General Plans and to update the recreation element every 5 years.
- i. Establish a workgroup to develop a state/federal healthy lifestyle initiative.
- j. Support efforts that emphasize the elements of the park and recreation field most valued by the public. Many recreation providers prepare an annual or bi-annual report to show what they’ve done in various districts. Awards, funds, etc. Show that we have used the public’s money well.
- k. Expand the membership and efforts of the CA Roundtable on Recreation, Parks, and Tourism to give greater emphasis to legislative action and to advocacy efforts for park and recreation service providers.
- l. A study of the economic benefits of parks and recreation on the county level would be very important. (Note: State Parks is currently considering an economic study that might be funded with some remaining LWCF planning grant monies.)
- m. Community support of recreation needs to be a two-way street, with recreation providers involved in the community. (E.g., Chamber of Commerce, service organizations, etc.).



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ISSUE #4: Financing Parks and Recreation

Funding for parks and outdoor recreation is insufficient and inconsistent.



- a. Utilize all available financing mechanisms. Continue to support trail funding from Federal programs.
 - We need to make the connection between the clean air/clean water bond acts and how parks and recreation contribute to clean air and water.
 - Make links to land use and water planning initiatives.
- b. Ensure the equitable allocation of funding. Look at funding distribution for rural and urban recreation
- c. Look for alternative funding sources – beyond bond funding. (E.g. taxing of off-shore oil.)
- d. Look to align funding opportunities with preventive medicine – community health is an important alliance.
- e. Marshall support for legislation to establish new taxes or dedicate a portion of existing taxes for parks and recreation.
 - Develop a report card about the current status of parks and recreation areas by conducting a statewide inventory.
 - Use the data we have on what is impacted by the loss of funding – use this to promote need for funds.

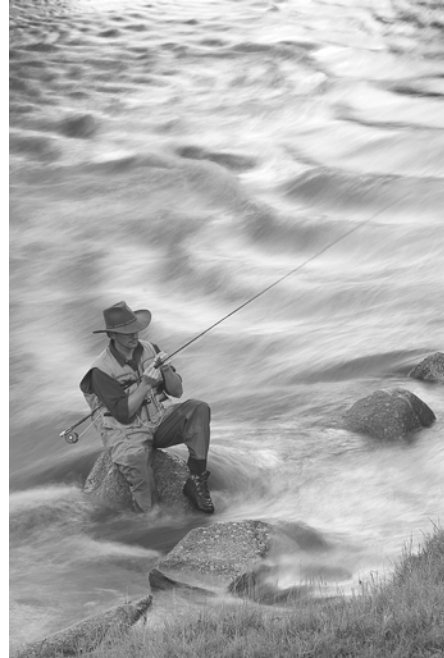
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Issue #4 – Finance, cont'd.

- f. Policy-makers are looking for acquisition and development for new parks and facilities, but funds are also needed for programs, operations, and maintenance.
 - Seek state legislation to create a professionally managed statewide endowment for acquisition, capital outlay, and extraordinary maintenance.

- g. Coordinate technical assistance in seeking, applying for, and managing public and private grants and identifying potential funding sources.



- h. Design a standard template for recreation providers to use for promoting park and recreation acquisitions, constructing new facilities, and rehabilitating old facilities.

Question: Are there other actions (like g and h) that can help maximize existing levels of funding?

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ISSUE #5: Statewide Leadership in Parks and Outdoor Recreation

Leadership and cooperation among participants in the park and outdoor recreation delivery system is fragmented and uncoordinated.



Note: the following actions move from more general suggestions to more specific activities.

- a. A culture of innovation is needed. Create a collaborative culture of leadership. Bring in outside influences to help energize ideas.
- b. National Park Service should recommit to providing technical assistance to park and recreation service providers.
- c. CA State Parks should re-establish its role in providing technical assistance to park and recreation service providers.
- d. We need to facilitate and encourage leadership among younger staff.
- e. Further develop diversity in our leadership.
- f. We need to change perceptions and some of our terminology – e.g., 'easements' have a negative connotation for property owners.

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Issue #5 – Leadership, cont'd.

- g. The CA Roundtable of Recreation, Parks and Tourism should include greater representation from the private sector and other nontraditional partners.
- h. Convene a Recreation Summit for the purpose of establishing: 1) a common vision, 2) an Outdoor Recreation Code of Ethics, 3) a set of guiding principles, 4) long-range goals, and 5) a timetable for achieving them.
- i. Park providers should meet with the CA Park and Recreation Society's Vision Insight Planning (VIP) team for better understanding of the goals of VIP and consider adopting relevant components of the VIP project.
- j. Park and recreation research reports and findings should be posted to a central web site for dispersal to all interested parties.
- k. Establish a statewide Leadership Academy designed to identify and mentor future leaders.



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ISSUE #6: Workforce Development

Parks and recreation is losing many professionals to retirement and the resulting vacancies are often left unfilled.

- a. We need to develop succession plans for retiring park and recreation professionals.
- b. Need a Parks and Recreation PhD program in the CSU and UC systems.
- c. Need more diversity in workforce and career development.
- d. Revise job specifications and minimum qualifications, hire from different degrees. Welcome other disciplines.
- e. Select people for higher levels of management and train them accordingly. Develop career development plans.
- f. Outreach to colleges and universities, recruit more, be a presence on campuses.

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Issue #6 – Workforce, cont'd.

g. Job opportunities are there, but interest is low. Create a culture of professionalism.

h. Law enforcement rangers need to take more opportunities to interpret.



i. The gap is at the mid-level – there are lots of applicants at the lower level, but few at the mid- or higher-levels. Provide incentives for the track to senior leadership.

j. Need to encourage grounding in broad-spectrum skills.

k. Tackle bureaucratic barriers – reduce the long, arduous path to hiring. Have a centralized career center to recruit from parks, recreation, eco-tourism, etc.

l. Look outside our current pool – bring in people from other agencies that have the skill sets we need.

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ISSUE #7: Protecting and Managing Natural Resource Values

Natural resource values that make California a special place to live and play are being subjected to unrelenting pressures.

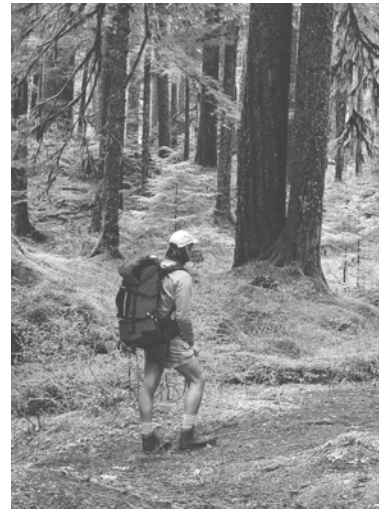
- a. Promote sustainability – include green issues, climate change, environmental benefits, etc.
- b. Create partnerships with other organizations.
- c. Make a stronger connection between clean air/clean water, parks, and recreation and open space.
- d. Adopt a statewide education program and code of ethics for use of parks and recreation areas and make materials readily available for any provider.
- e. Be present at wildlife and nature events, so that we become visible as the stewards for the resources.
- f. Natural systems should be prioritized for restoration and a funding source should be identified where overuse and misuse has compromised the ecological integrity of an area.

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Issue #7 – Natural Resources, cont'd.

- g. The CA Biodiversity Council should facilitate a land acquisition strategy that gives priority to under-represented critical ecosystems, and additional lands for resource-based recreational activities.
- h. Establish a Council on Carrying Capacity to assess visitor use, resource values at risk, and the quality of the recreation experience to minimize damage to the environmental and social carrying capacity.
- i. Enter into an agreement with the CA Dept. of Education or local school districts to develop outreach plans to educate youth on preserving and protecting natural resources.
- j. Develop a statewide program with local and regional education providers, with the goal of giving every K-12 student the experience of visiting a resource-based park during the course of their school career.



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ISSUE #8: Preserving and Protecting Californians' Cultural Heritage



California's rich and diverse cultural heritage is not well-understood and statewide preservation and protection is in need of better coordination.

Note: the following actions move from more general suggestions and goals to more specific activities.

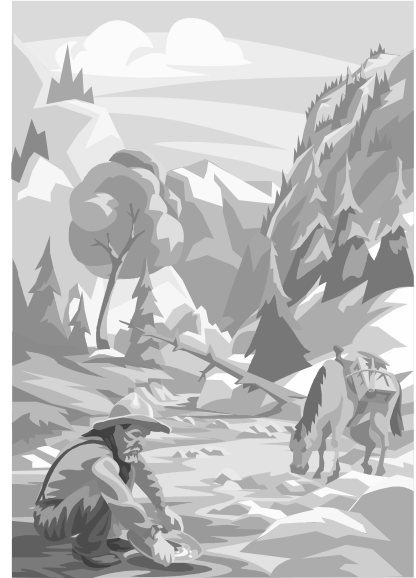
- a. California's history is not represented at the national level, compared to the eastern states (no National Heritage Sites here).
- b. Promote education, training, and outreach programs on the values of historic preservation.
 - The Department of Education should be involved in promoting the need for preservation.
- c. Encourage and implement historic preservation as a component of public policy and develop a strategy for the management, interpretation and use of cultural resources.
- d. Stimulate the economy by using historic preservation tools and incentives to promote jobs, stimulate investment in local communities and encourage heritage tourism.

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Issue #8 – Cultural Resources, cont'd.

- e. Increase the number of entities that understand the value of historic preservation through education and community outreach that can influence public opinion and the planning process.
- f. Increase the number of significant historic resources that are protected and preserved, conducting a gap analysis for under represented cultural themes to serve as a priority guideline for future acquisitions.
- g. Establish technical, financial and leadership assistance programs. Provide ready access to relevant assistance information.



Refer a friend:

State Parks is conducting four statewide workshops covering the same agenda and topics.

Northern California Workshops

Wednesday, November 7th - Oakland

Richard Trudeau Training Center
11500 Skyline Blvd
Oakland, CA 94619

Thursday, November 8th – Stockton

City of Stockton Memorial Civic Auditorium,
North Hall
525 North Center St.
Stockton, CA 95202

Southern California Workshops

Tuesday, November 13th - San Diego

Mission Trails Regional Park – Visitor and
Interpretive Center
One Father Junipero Serra Tr.
San Diego, CA 92119

Wednesday, November 14th - Riverside

Citrus Center, California Citrus State Historic
Park
9400 Dufferin Ave.
Riverside, CA 92504

All meetings will be held from 1:00 to 4:00 p.m. with refreshments served.